

Abstract

The Bachelor thesis *The media image of ski jumping as perceived by ski jumpers* describes how selected Czech ski jumpers perceive the media coverage of their discipline. At the same time, the thesis captures how and to what extent the selected media covered ski jumping in the researched period. The main method used in this thesis were semi-structured interviews with selected Czech ski jumpers. The interviews focused on several levels of their relationship with the media, namely their attitude towards general cooperation, responses to current coverage and alternative ways of raising media attention. Through quantitative and qualitative analysis, the thesis also characterizes the media coverage in selected media in the period from October 2018 to March 2019, ie one complete season of the Ski jumping World Cup.